

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01
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FM AMEMBASSY BRASILIA
TO SECSTATE WASHDC 1771
INFO AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS BRASILIA 4127

E.O. 11652: N/A
TAGS: OVIP (WEIL, FRANK A.)
SUBJECT: PRESS COVERAGE OF VISIT OF USDOC ASSISTANT SECRETARY WEIL.

REF: STATE 102484

1. THE BRAZILIAN PRESS PROVIDED EXTENSIVE AND FAVORABLE
COVERAGE OF THE VISIT OF ASSISTANT SECRETARY OF COMMERCE
FRANK A. WEIL TO BRAZIL FROM MAY 12 TO 18, 1977. THE
MAJOR NEWSPAPERS PROVIDED RELATIVELY SIMILAR, STRAIGHT
NEWS COVERAGE OF THE FOLLOWING THEMES.

A. THE VISIT OF MR. WEIL GAVE GOOD PUBLICITY TO THE
OPENING OF THE TRADE CENTER. ON MAY 17, 1977, THE JORNAL
DA TARDE IN AN ARTICLE ENTITLED, "ON (AVENUE) PAULISTA, A
WINDOW DISPLAY OF THE USA FOR THE BRAZILIAN INDUSTRIALIST,"
LISTED THE US AND BRAZILIAN DIGNITARIES WHO ATTENDED THE
OPENING CEREMONIES AND NOTED THAT THE AMERICANS,
INCLUDING MR. WEIL, EMPHASIZED THE MEANING OF THE
INSTALLATION OF A TRADE CENTER IN A FOREIGN COUNTRY:
"THE OFFICIAL RECOGNITION OF (THE COUNTRY'S) ECONOMIC
DEVELOPMENT AND INDUSTRIAL POTENTIAL."

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B. THE PRESS GAVE PROMINENT PLAY TO MR. WEIL'S RE-
AFFIRMATION OF THE USG'S COMMITMENT TO FREE TRADE AND
THE PRESIDENT'S REJECTION OF THE RECOMMENDA-
TIONS OF THE INTERNATIONAL TRADE COMMISSION FOR TARIFF
QUOTAS ON SUGAR AND SHOES AS EVIDENCE OF THIS COMMIT-
MENT. HEADLINES ON MAY 17, FOLLOWING MR. WEIL'S PRESS

CONFERENCE OF MAY 16 CONVEY THIS THEME: "FRANK WEIL SAYS THE USA DOES NOT WANT A PROTECTIONIST MODEL" (JORNAL DO BRASIL), "WEIL SAYS THAT AMERICANS WANT FREE TRADE" (ESTADO DE SAO PAULO), "THE USA AIMS AT THE ELIMINATION OF BARRIERSTO FREE TRADE" (CORREIO BRAZILIENSE), AND "FRANK WEIL ASSURES THAT THERE WILL NOT BE NEW RESTRICTIONS ON BRAZIL" (JORNAL DE BRASILIA). SEVERAL PAPERS PICKED UP MR. WEIL'S STATEMENT: "OF 2500 PRODUCTS INCLUDED IN THE GSP, BRAZIL ONLY EXPORTS SOME 500 TO THE US, WITH LARGE MARGIN FOR IMPROVEMENT."

C. AT THE SAME TIME THE PRESS NOTED MR. WEIL'S REMARKS THAT THE USG UNDERSTANDS THE REASONS FOR BRAZIL'S PROTECTIONISM BUT HOPES THAT BRAZIL WILL REDUCE ITS IMPORT RESTRICTIONS AS IT IMPROVES ITS TRADE ACCOUNT. IN AN ARTICLE ENTITLED "FRANK WEIL SAYS THAT PROTECTIONISM IN, BRAZIL WORRIES AMERICAN SECTORS," THE JORNAL DO BRASIL ON MAY 18 REPORTED MR. WEIL AS SAYING THAT BRAZIL TODAY IS SUCH A LARGE AND SUBSTANTIAL FACTOR IN WORLD TRADE THAT ITS TRADE POLICIES AND PRACTICES ARE INEVITABLY A QUESTION OF INTERNATIONAL INTEREST. ON MAY 18, THE GAZETA MERCANTIL, IN AN ARTICLE HEADLINED "WEIL FORESEES BALANCE IN THE INTERCHANGE BETWEEN BRAZIL AND THE USA IN 77", REPORTED THE ASSISTANT SECRETARY AS STATING THAT HE HOPED THIS TRADE BALANCE WOULD "ESTABLISH A SOLID BASE FOR THE EXPANSION OF THE TRADE FLOW IN BOTH DIRECTIONS THIS YEAR, THROUGH THE FREE DEVELOPMENT OF MARKET FORCES."

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2. COMMENTS. EQUALLY AS IMPORTANT AS WHAT THE PRESS PRINTED WAS WHAT IT DID NOT PRINT.

A. NO PAPER QUESTIONED THE USG COMMITMENT TO FREE TRADE, ALTHOUGH O ESTADO DE SAO PAULO IN AN EDITORIAL ON MAY 18 SAID: "IN THE UNITED STATES, THE GOVERNMENT DOES NOT DECIDE EVERYTHING. THE GROUPS THAT EXERT PRESSURE IN FAVOR OF PROTECTIONISM ARE VERY STRONG THERE AND THE VIEWPOINT OR INTEREST OF CONSUMERS DOES NOT ALWAYS PREVAIL."

B. NO PAPER SUGGESTED THAT THE OPENING OF THE TRADE CENTER IN BRAZIL WAS IN ANY WAY INCONSISTENT WITH THE IMPORT RESTRICTION POLICY OF THE BRAZILIAN GOVERNMENT. TO THE CONTRARY, THE PRESS CITED THE ATTENDANCE OF PROMINENT BRAZILIANS AT THE OPENING CEREMONIES AND THE MEETINGS MR. WEIL HAD WITH PROMINENT GOB OFFICIALS, WHICH COULD BE CONSIDERED AS FURTHER OFFICIAL ENDORSEMENTS OF THE TRADE CENTER.

C. NO PAPER RAISED RECENT UNPLEASANT POLITICAL
DIFFERENCES BETWEEN THE US AND BRAZIL IN CONNECTION
WITH THE VISIT. THE PRESS COVERED THE WEIL VISIT IN
THE TERMS WE WISHED IT COVERED, AS SYMBOLIC OF THE GOOD
COMMERCIAL RELATIONS BETWEEN THE TWO COUNTRIES.
CRIMMINS

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